

Certified Customer Service Leader (CCSL) program



Lead a better customer service experience.

The CCSL program is about equipping customer service managers with practical tools and techniques to inspire and motivate their teams to deliver great customer experiences.

Key Learning Outcomes

After completion of this workshop, participants will:

- Understand why customer service is important
- Understand how to apply the organisation's CX strategy in the context of their role.
- Understand that some staff might be resistant to truly taking ownership of creating great customer experiences and have the tools and techniques to deal with this resistance.
- Understand the 'Dos and Don'ts' of good customer service behaviour and feel confident that I will be able to identify these behaviours in both themselves and in others.
- Understand how to inspire, motivate and coach other staff members towards delivering great customer service.

Program Overview

- Full Day Workshop
- CSIA Facilitated or Online
- Designed for: Customer Service Managers, Leaders and Supervisors

Key Topics

- Understanding a CX strategy
- Delivering customer value
- Characteristics of great CX leaders.
- Leading and sustaining change
- Creating a customer-centric culture
- Coaching for customer success
- Recognising and rewarding customer-centric behaviours

About CSIA

Since 1997, CSIA has been recognised as the authority on customer service in Australia. Our certification, training and recognition programs support organisations and individuals to excel and deliver exceptional customer experiences.

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